# MAKE IT EASY ON YOURSELF

It can be hard to keep up with so many brands, but luckily that has been made slightly more accesible due to the BDS movement's partnership with Boycat.

Boycat is "an innovative ethical shopping platform and application... [that allows] you to join consumer-focused BDS campaings more effectively.

...

The app's tiering system [categorizes] corporations based on the level of their involvement in Israel's crimes and the priorities of the BDS movement. This allows you to focus on strategic campaings of the BDS movement while also learning more and taking action against other complicit corporations implicated in Israel's genocide, apartheid, and illegal occupation."